

## Message Text

UNCLASSIFIED

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15

ACTION EB-11

INFO OCT-01 EA-11 ISO-00 COME-00 AGR-20 TRSE-00 OMB-01

CIAE-00 INR-10 NSAE-00 RSC-01 DRC-01 /056 W

----- 102923

R 150400Z OCT 73

FM AMEMBASSY CANBERRA

TO SECSTATE WASHDC 1834

INFO AMCONSUL BRISBANE

AMCONSUL MELBOURNE

AMCONSUL PERTH

AMCONSUL SYDNEY

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(D) IN ADOPTING THESE OBJECTIVES AND SUPPORTING SUB-PROGRAMS, EMBASSY IS ACUTELY AWARE OF WIDESPREAD CURRENT PROBLEMS RESPECTING U.S. EXPORT AVAILABILITIES AND WILLINGNESS OF U.S. FIRMS TO MAKE ENERGETIC SALES EFFORTS IN AUSTRALIA, ESPECIALLY UNDER CURRENT SUPPLY CONDITIONS. IN OUR DISCUSSIONS WITH LOCAL TRADE INCIDENT TO APPRAISAL OF THESE OBJECTIVES, WE RECEIVED DISCOURAGING REPORTS OF INABILITY AUSTRALIAN IMPORTERS AND AUSTRALIANS VISITING U.S. TO LOCATE U.S. SUPPLIERS WILLING TO CONSIDER SMALLER ORDERS AND/OR NEW CUSTOMERS. WE IDENTIFIED PRODUCT AREAS IN OBJECTIVES I-IV PRIMARILY ON BASIS U.S. PRICE AND QUALITY COMPETITIVENESS AND LEVEL OF AUSTRALIAN DEMAND. EMBASSY HAS NOT FELT IN POSITION TO PRE-JUDGE THE COMPARATIVE PROBLEMS OF AVILABILITY AND OF EXPORT UNDER-MOTIVATION IN U.S., ESPECIALLY SINCE THESE PROBLEMS APPARENTLY WIDESPREAD BOTH AMONG COMMERCE TARGET INDUSTRIES AND SUBSTANTIALLY OVERLAPPING AREA OF CURRENT AUSTRALIAN MARKET OPPORTUNITIES.

(E) FINALLY, SCALE AND THOROUGHNESS ON AND WITH WHICH THESE SUB-PROGRAMS CAN BE PURSUED, CONSISTENT WITH OTHER WASHINGTON DEMANDS ON MISSION, DEPEND DIRECTLY ON TIMING AND SUBSTANCE OF DEPARTMENT'S RESPONSE TO COMMERCIAL PERSONNEL REQUIREMENTS SOLICITED BY DEPARTMENT IN REFTEL (A) AND JUSTIFIED BY EMBASSY IN REFTELS (D) AND UNCLASSIFIED

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(E), AND RELATED TELEGRAMS AND DETAILED AIRMAIL SUBMISSIONS,

AS WELL AS ON TRAVEL AND OTHER OBJECT BUDGETS PREVIOUSLY  
SUBMITTED BY EMBASSY FOR COMMERCIAL PROGRAM. COMMERCIAL  
SECTION CHIEFS MELBOURNE AND SYDNEY BOTH DEPARTING ON  
HOME LEAVE LATE 1973 AND EACH WILL BE ABSENT FOR TWO  
TO THREE MONTHS WITH RESULTANT DOUBLED LOAD OF DAILY  
ROUTING ON REMAINING COMMERCIAL STAFF. COMMERCIAL  
OFFICER POSITION BRISBANE AUTHORIZED EFFECTIVE JULY 1  
NOT YET FILLED AND EMBASSY HAS NO WORD ON ANY NOMINEE  
(SEE REFTEL (F)). COMMERCIAL OFFICER PERTH CURRENTLY  
ON HOME LEAVE. EMPLICATIONS OF THESE ABSENCES AND  
VACANCIES AND THE ABSENCE OF ANSWERS ON ADDITIONAL  
PERSONNEL AND TRAVEL FUNDS, FOR MISSION'S ABILITY TO  
CARRY OUT 74 CCP AS A WHOLE AND THESE SUB-PROGRAMS IN  
PARTICULAR, NEED NO ELABORATION.

(F) FOR THESE REASONS EMBASSY WOULD GREATLY  
APPRECIATE EARLY ANSWERS FROM DEPARTMENT ON ITS  
PERSONNEL AND FINANCIAL SUBMISSIONS REFTELS (D) AND (E)  
AND ON REFTEL (F).  
GREEN

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**Current Classification:** UNCLASSIFIED  
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**Control Number:** n/a  
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